

Proposal Title	Bringing Ukrainian Voices to the Netherlands
Reserve Fund	Eurasia Reserve Fund
Collaborating Programs	International Renaissance Foundation (IRF), Open Society Initiative For Europe (OSIFE), Eurasia Program
Recommended by	Yevhen Bystrytsky, International Renaissance Foundation
Coordinated by	
Approver	Leonard Benardo, Regional Director, Eurasia Program
Amount Requested	\$195,000 from the Eurasia Reserve
Unforeseen Need (250 words)	<p>Ukraine signed the Association Agreement (AA) with the EU in 2014. By late 2015, most EU member states ratified the AA. A nation-wide referendum on the AA with Ukraine was announced in the Netherlands after 427,000 people backed a citizens' initiative. The No Poll movement takes advantage of a new Dutch law allowing advisory referendums. The April 2016 referendum will be the first citizen-enforced plebiscite in the Netherlands. Although the result is not binding, it will have to be considered with turnout above 30%. A YES Campaign was launched in the Netherlands with support of OSIFE/OSF. Dutch prime minister Mark Rutte announced in January that the Ukraine-EU AA is good for Europe and the Netherlands and vowed that his government would campaign for a "Yes."</p> <p>While the referendum is about the Dutch people's attitudes to the EU institutions and not Ukraine, the risk of a "No" vote is high. The "No" vote may cause the Dutch parliament to review its positive vote on the AA with the EU endangering the AA as a whole. The blow to the AA with the EU will adversely affect Ukraine's reform pursuits. Under the leadership of the YES Campaign, IRF will support Ukrainian civic initiatives in close collaboration and coordination with the YES campaign.</p> <p>In late 2015, 15% of Dutch voters were ready to support the AA and 37% would reject. 56% of the remaining "undecided" voters, when given more information, said they would vote "Yes." We want to reach out to neutral or undecided and raise awareness.</p>
Activities Proposed (500 words)	<p>The key activities would aim at:</p> <p>(1) Opinion-makers and media tours of the leading Dutch media representatives to Ukraine (2-3 media tours of 6-10 journalists each to Kyiv and then Lviv, Kharkiv or Odessa), with international desks chiefs, international correspondents of De Telegraaf, Algemeen Dagblad, De Volkskrant, NRC Handelsblad, Trouw, Het Parool, Spitz,</p>

and other leading Dutch media. Possibly, the media tours will also include opinion leaders. Also, a visit of 6-7 Dutch opinion makers for a 2-3-day study to Ukraine will bring together moderate/ undecided opinion leaders, decision-makers and experts who could be convinced to take a more pro-active positive stance about the referendum after the visit to Ukraine and communicate reasons for a “Yes” to their constituencies. (Partners: Ukrainian Crisis Media Center and Institute of World Policy)

Tentative budget: US\$ 45,000

(2) Visit of 8-10 Dutch recognized intellectuals, opinion leaders, journalists, artists and producers to the Docudays.UA International Documentary Festival in Kyiv on March 25 – April 1, 2016. A special Dutch event on human rights, migration and European identity will be organized within the festival. The Dutch participants of the Docudays.UA will be matched with students of the Leadership Academy who will facilitate their communication and networking with Ukrainian civil society and opinion leaders. Before the Docudays.UA Festival in Kyiv, presentations of Ukrainian films about the Maidan and people’s self-organization will be organized in the Netherlands where relevant within other components of this project.

Tentative budget: US\$ 20,000

(3) 5-6 visits, advocacy meetings, etc. – aimed at explaining Ukraine’s position and mobilizing civic associations, advocacy groups and NGOs in the Netherlands to communicate why the Association Agreement is key to their advocacy causes and a stable ground for future improvements

- . Human rights discussions
- . LGBTI groups and activists
- . Environmental groups
- . Youth groups

Tentative budget: US\$ 30,000

(4) Enhancing communication on benefits of the Association Agreement, the DCFTA , and progress on reforms in Ukraine, provide up-to-date information to the Dutch media and opinion-makers on-site. This activity will be performed by the Ukrainian Crisis Media Center unit in Amsterdam in close collaboration with and under the leadership of the YES campaign, through joint events with the Dutch think tanks and advocacy partners.

Ukrainian Crisis Media Center will consult with the YES campaign on messaging of the benefits of the association agreement to ensure alignment.

	<p><u>Tentative budget: US\$ 20,000</u></p> <p>(5) Public lectures, presentations and debates by Ukrainian intellectuals, policy-makers and opinion leaders at Universities, public spaces that serve as platforms for public discussions on politics, human rights, culture, and media of Amsterdam, Leiden, Maastricht and other cities (in partnership with Ukrainian students and alumni at Dutch universities, and with significant centers of social and cultural activity (e.g., De Balie Center in Amsterdam).</p> <p><u>Tentative budget: US\$ 40,000</u></p> <p>(6) Analytical materials, infographics, videos, other communication materials about benefits of the Association Agreement for various stakeholders in the Netherlands, including energy efficiency innovators, environmentalists, farmers, sports fans, youth, etc. (Partners: Ukrainian Crisis Media Center, Institute of World Policy)</p> <p><u>Tentative budget: US\$ 30,000</u></p> <p>(7) Coordination, travel, grant management and administrative support by IRF</p> <p><u>Tentative budget: US\$ 10,000</u></p>
Summary for Board Reports (100 words)	IRF will complement the work by OSIFE and the Dutch "YES" campaign by supporting relevant activities of Ukrainian civil society coordinated with the YES Campaign to improve the general public's opinion about Ukraine in the Netherlands and shift the vote at the April 6 Referendum on the EU-Ukraine Association Agreement in favor of Ukraine. The project will add Ukrainian voices to the YES Campaign to raise awareness about Ukraine and build communication with the Dutch society on issues that are important to the Dutch people, including good governance, integrity, human rights and non-discrimination, culture, environment, and business opportunities.
Collaborating Programs within OSF and essential partners or grantees	Eurasia Program International Renaissance Foundation OSIFE Open Society European Policy Institute (OSEPI)
Contributions expected from Collaborating	OSIFE will lead on the work with the Dutch YES campaign. IRF will coordinate with OSIFE and the YES Campaign, provide and manage grants to the Ukrainian participants

Programs (250 words)	
Statement of who within OSF would guide the work	Taras Kachka (IRF) will lead the work on the IRF side, with inputs from IRF Executive Director Yevhen Bystrytsky, Chair of the Board Oleksandr Sushko, and Dmytro Shulga, Director of the European Initiative. Donal Mac Fhearraigh, OSIFE, Vladyslav Galushko, TTF, will lead the work within OSIFE with input from Goran Buldioski and Jordi Vaquer, co-directors OSIFE. On the Eurasia Program's side, the team includes Tatyana Margolin (Eurasia Program) and Sarah Van Wettering (Eurasia Program).

Allocator <i>(See list on Reserve Funds KARL)</i>	Name	
	Date	
	Approved	
Allocator Notes / Comments <i>(To be completed by allocator only)</i>	<p><i>(Notes/Comments - Optional field)</i></p> <p><i>(Criteria checklist)</i></p> <p>X Is this an <u>unforeseen</u> opportunity or a genuinely new idea to advance core open society commitments?</p> <p>X Is the need time-sensitive?</p> <p>X Are we proposing to do something that others are not doing?</p> <p>X Is the plan compelling?</p> <p>X Does the planned activity take good advantage of OSF capacity?</p> <p>X Is the team leading the work up to the task?</p>	
Urgency level for grant approval & payments	<input type="checkbox"/> Not Rapid Response	<input checked="" type="checkbox"/> Rapid Response <i>(See procedure on KARL)</i>
If approved, where to allocate the budget? <i>(If the budget is split between multiple programs, please copy/paste this section as needed.)</i>	Amount	\$195,000
	Category of Work	C3/CUA006
	Division/Program Code	63610
	Entity (<i>i.e.</i> , FPOS, ZUG)	ZUG
	Fund Class (<i>i.e.</i> , Lobbying/Non-Lobbying)	Lobbying
	Geography (<i>of benefit</i>)	Ukraine